

PCTWORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : G06F 17/60		A2	(11) International Publication Number: WO 99/33014 (43) International Publication Date: 1 July 1999 (01.07.99)
(21) International Application Number: PCT/US98/27036			(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
(22) International Filing Date: 18 December 1998 (18.12.98)			
(30) Priority Data: 08/994,924 19 December 1997 (19.12.97) US			
(71) Applicant: A.C. NIELSEN COMPANY [US/US]; 150 North Martingale Road, Schaumburg, IL 60173-2076 (US).			
(72) Inventors: JOHNSON, Barbara, Elizabeth; 285 Walter Avenue, Elk Grove Village, IL 60007 (US). MARTIN, James, Charles; 18898 Linden Avenue, Grayslake, IL 60030 (US). RABOLT, Kenneth, Francis; 33 Chelsea Lane, Cary, IL 60013 (US). HEALY, Keri, Anderson; 721 Park Avenue, Bainbridge Island, WA 98110 (US). BYRON, Danielle, Anne; 6255 N. Sheridan Road #30, Chicago, IL 60660 (US). BERZKALNS, Ilga, Anita; 8145 North Greendale, Niles, IL 60714 (US).			
(74) Agent: MCCRACKEN, William, E.; Marshall, O'Toole, Gerstein, Murray & Borun, 6300 Sears Tower, 233 South Wacker Drive, Chicago, IL 60606-6402 (US).			

(54) Title: MARKET RESEARCH DATABASE CONTAINING SEPARATE PRODUCT AND NAKED PRODUCT INFORMATION**(57) Abstract**

A market research database includes industry code information containing industry codes (such as UPCs), naked product information containing information about naked products, package information containing information about packages, and product definition information linking naked product information, package information, and industry codes. Accordingly, the storage of information in the database is not dependent upon UPCs or other industry codes, making access to product related information difficult. The use of naked product information, together with the way of identifying products, facilitate a third normal form data-base.